



Position Tracking: Landscape (organic)

Arch House

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Project: archhouse.ie
Device & Location: Desktop, Athlone, County Westmeath, Ireland (Google)
Report Type: Organic
Volume Type: National
Period: Nov 22 – 28, 2019
Local pack: yes

Position Tracking: Overview

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

Visibility

21.43% 0.00

This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

4.02 0.00

The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

23.29 0.00

The average ranking of all keywords in your current campaign.

Position Tracking: Keywords Overview

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Top 3

4

new 0
lost 0

Top 10

5

new 0
lost 0

Improved vs. Declined

0 vs. **0**

Top 20

9

new 0
lost 0

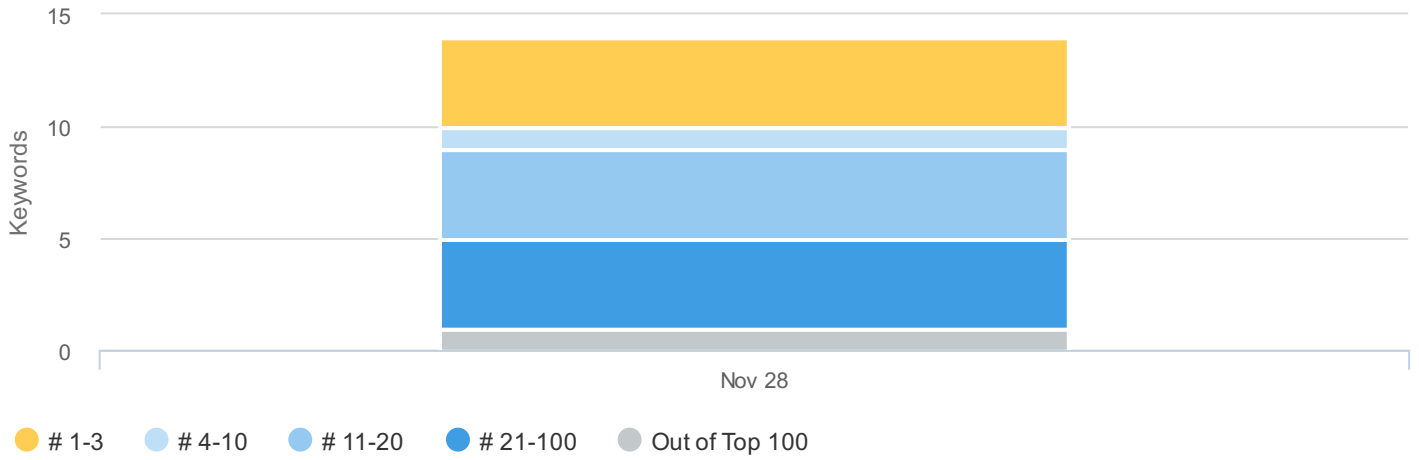
Top 100

13

new 0
lost 0

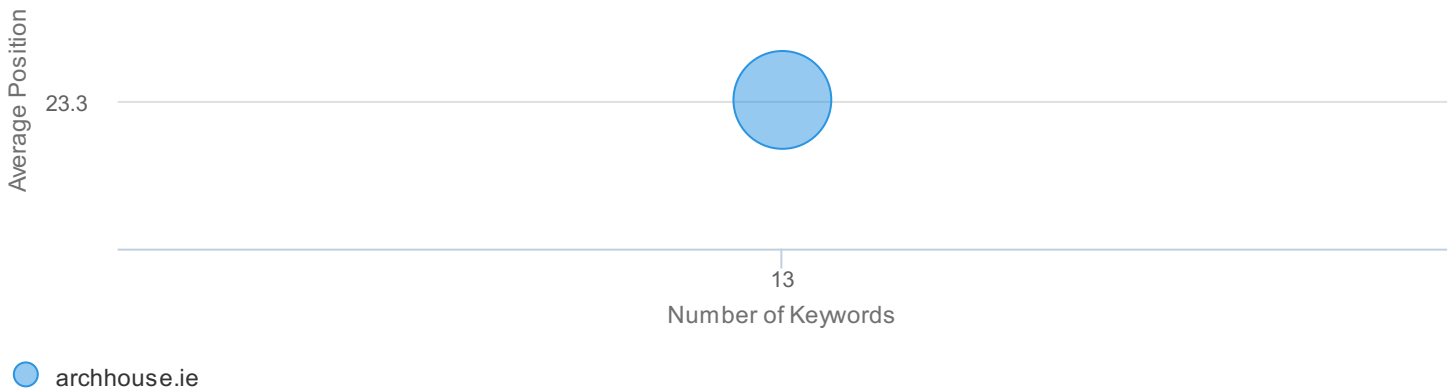
Position Tracking: Rankings Distribution Chart

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019



Position Tracking: Top Competitors Chart

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019



Position Tracking: Top Competitors by Visibility

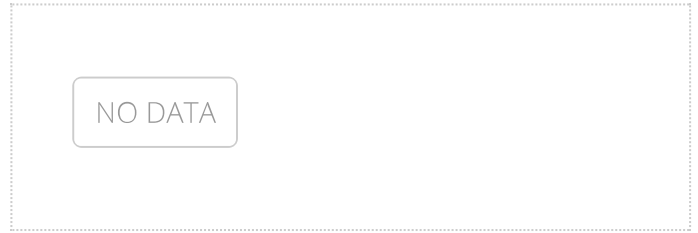
archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

Domain	Visibility ▼
archhouse.ie	21.43% 0

Position Tracking: Top Keywords by Positive Impact



Position Tracking: Top Keywords by Negative Impact



Position Tracking: Top Keywords by Positions

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

Keyword	Pos. ▼	Visibility
self catering apartments athlone	1 0	7.14%
archhouse athlone	1 0	7.14%
athlone b&b	2 0	2.45%
athlone bed and breakfast	2 0	2.45%
self catering apartments westmeath	9 0	0.59%

Position Tracking: SERP Features Linking to Domain

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Nov 29, 2019

SERP Feature	Keywords			
	● Linking to Your Domain	● Linking to Any Domain	● In Campaign	
Featured snippet		0	0	14
Local pack		0	2	14
Reviews		0	9	14
Site Links		2	9	14
Video		0	3	14
Featured video		0	0	14

i In campaign: All keywords in your campaign.

Linking to Any Domain: Keywords that trigger SERP features linking to any domain.

Linking to Your Domain: Keywords that trigger SERP features linking to your domain.
SERP features are tracked on the last day of the selected time period.

Position Tracking: SERP Features Not Linking to Domain

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Nov 29, 2019

SERP Feature	Keywords		
	● Not Linking to Any Domain	● In Campaign	
News (Top stories)		0	14
People also ask		3	14
Images		13	14
Twitter		0	14
Instant answer		0	14
Knowledge Panel		5	14
Shopping ads		0	14
AdWords top		12	14
AdWords bottom		6	14

i In campaign: All keywords in your campaign.

Not Linking to Any Domain: Keywords that trigger SERP features not linking to any domain.
SERP features are tracked on the last day of the selected time period.

Position Tracking: Top Landing Pages by Estimated Traffic

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

URL	Keywords	Avg. Position	Diff	Est. Traffic ▼	Diff
http://www.archhouse.ie/	6	8.83	0	3.63	0
http://www.archhouse.ie/index.php?s=Things-to-do	1	50.00	0	0.27	0
http://www.archhouse.ie/index.php?s=Apartments	3	7.66	0	0.15	0
https://www.archhouse.ie/see-and-do/	1	24.00	0	0	0
http://www.archhouse.ie/index.php?s=bed-breakfast	1	2.00	0	0	0

Position Tracking: Top Improved Landing Pages

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff ▼
http://www.archhouse.ie/index.php?s=Apartments	3	7.66	0	0.15	0
https://www.archhouse.ie/see-and-do/	1	24.00	0	0	0
http://www.archhouse.ie/	6	8.83	0	3.63	0
http://www.archhouse.ie/index.php?s=Things-to-do	1	50.00	0	0.27	0
http://www.archhouse.ie/index.php?s=bed-breakfast	1	2.00	0	0	0

Position Tracking: Top Declined Landing Pages

archhouse.ie | Desktop, Athlone, County Westmeath, Ireland (Google) | Organic | Nov 29, 2019

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff ▲
http://www.archhouse.ie/index.php?s=Apartments	3	7.66	0	0.15	0
https://www.archhouse.ie/see-and-do/	1	24.00	0	0	0
http://www.archhouse.ie/	6	8.83	0	3.63	0
http://www.archhouse.ie/index.php?s=Things-to-do	1	50.00	0	0.27	0
http://www.archhouse.ie/index.php?s=bed-breakfast	1	2.00	0	0	0